

**One week
Faculty Development
Programme (FDP)**

on

**Research Methods for
Social Sciences**

(04 to 10 January 2016)

Organised by



**Department of Business
Administration,
University of Lucknow,
Lucknow, INDIA**



The Department of Business Administration has been a pioneer in the field of Management Education. Established in 1956, as a full-fledged department under the Faculty of Commerce. The faculty of the department has a combination of academic, research, business and international teaching experience. Presently there are more than forty faculty and research scholars working on different aspects of management research.

Social science research is presently passing through a defining time, wherein it is striving for global standards. With a purpose to attain international standards, social science research needs to focus on the philosophy of research and internationally accepted research methods. Today, social sciences are categorized by a diversity of theoretical perspective, methodological strategies, data collection practices and analysis techniques. With the purpose of time social research has come up with new methods and logical approaches. This has created a need to provide training on a continuous basis to faculty members and researchers in order to equipped them with advance methodological skills.

It has been observed that many researcher are not able to produce research work of international standards as they are either not in touch with latest research work technique and tools or do not have proper orientation to use the traditional research methods effectively. This problem is further aggravated by lack of opportunities for the social researchers to refine their skills and to get insights into fresh perspective of research.

Recognizing these needs the Department of Business Administration is organizing one week FDP on research methods for social sciences from 4th to 10th Jan, 2016. The objectives of this FDP are to help participants in acquiring advance knowledge and understanding of the various aspects of research methods for social sciences. The focus of the FDP would be on highlighting the philosophical and methodological issues in social science research specially on mix methods i.e. combining of quantitative and qualitative methods

Contents of the Workshop

- Introduction to Social Science Research, Philosophy and Generic Terminology (Ontology-Epistemology-Methodology).
- Methodological and Measurement issues in Social Science Research
- Preparation of Quantitative data for Statistical analysis
- Quantitative Research Methods (Methods and their Nuances)
- Hypothesis: Concept & Types of Hypotheses, Formulation of Hypothesis, Testing of Hypothesis.
- Descriptive Statistics: Regression and Correlation
- Statistical Inference: Parametric and Non Parametric Tests (Chi-Square Test)
- Analysis of Variances and Co-variance: One way and two way Classification (t-test and ANOVA)
- Multivariate Data analysis (Factor Analysis, Discriminant analysis, Cluster Analysis, Conjoint Analysis)
- Structural Equation Modeling (SEM)
- Qualitative Research Methods (Methods and their Nuances- Case Study, Content Analysis, Focus Group Discussion, Observation)
- Introduction to Mixed method research, Combination of Quantitative and Qualitative Research
- Interpretation of results
- Presentation and application of research findings

Resource Persons-

Prof. Zafar U. Ahmed - KU, Kuwait
Prof D. P. Singh— TISS, Mumbai
Prof. J. P. Verma— Director, LNIPE Gwalior
Prof. Anil Suthar— TISS, Mumbai
Prof. K Ravindran— TISS Mumbai
Dr. Abhishek Singh— IIPS Mumbai
Prof. Prithivi Yadav— Director NMMIS
Hyderabad
Dr. Tanuj Nandan— Head SMS, MNNIT
Allahabad
Mr. Harsh Mandar— Qualitative Analysis
Expert

Participants:

The Program is designed for the Faculty who are engaged in social science research and research scholars who are pursuing their Ph.D. As this program has been designed to focus on advanced methods and techniques of Social Sciences Research. The participants are expected to have basic knowledge of research methods.

Program Fee:

The program fee is INR 6000/- (Rs. Six thousand only). It includes Kit, Tea, Lunch and Participation certificate on the successful completion of program.

Important Deadline:

Last date to register for the program is December 24, 2015. The seats are limited and the Participants would be allotted seats on first cum first serve basis.

How to Apply-

Applicants should fill a copy of the registration form and email a copy to **workshop.lumba@gmail.com** Followed by the hard copy through speed post/courier along with payment, latest by December 24, 2015.

Payment Mode is either through:

1. Demand Draft in Favor of “Head, Department of Business Administration, Lucknow University” payable at Lucknow, or
2. Through NEFT to
A/C No. 00600100196070
Type: Savings A/c
Name: Head, Department of Business Administration, University of Lucknow
Bank: UCO Bank
Branch: Lucknow University
IFS Code: UCBA0000060

Program Director

Sanjay Medhavi
Head
Department of Business administration
University of Lucknow , Lucknow, India
Mobile: +91-9335911393
Email Id: smedhavi@gmail.com

Program Coordinator

Ambrish Singh
Department of Business administration
University of Lucknow, Lucknow, India
Email: ambrish.singh08@gmail.com
Mobile: +91-9415343968



Registration Form
Department of Business Administration
University of Lucknow
FDP on Research Methods in Social Sciences
04 to 10 January 2016

Name: _____

Gender (M/F): ____ DOB: _____

Institute/University/College: _____

Discipline: _____

Designation _____

Mailing Address: _____

Mobile: _____

Email: _____

Payment: _____

Accommodation Required: Yes/No _____

Signature of Applicant

Forwarding by Head of Department/College/
Institution